

DRAFT



**ENHANCED MUNICIPAL SERVICES DISTRICT COMMISSION
CITY OF SCOTTSDALE
PINNACLE CONFERENCE ROOM
7575 EAST MAIN STREET
SCOTTSDALE, ARIZONA
MARCH 16, 2005
MINUTES**

PRESENT: Scudder Gookin, Jr., Chairman
Paul Piazza, Vice-Chairman
Marilyn Atkinson, Commissioner
Anselm Bischoff, Commissioner
Bambi Johnson, Commissioner
Steven Scholz, Commissioner
Sally Shaffer, Commissioner

STAFF: Michelle Korf, Deputy Director
Bill Peifer, Capital Projects Manager
Bob Wood, Planning Department

**OTHERS
PRESENT:** DeEtte Person, Olson Communications
Stan Yamamoto, Park & Company
Michelle Olson, Olson Communications
Clark Johnson, 5th Avenue Merchants Association
Michael Fernandez, Brown Stetson Merchants Association

CALL TO ORDER

Chairman Gookin called the meeting of the Enhanced Municipal Services District Commission to order at 5:30 p.m.

APPROVAL OF MINUTES

February 16, 2005, meeting

COMMISSIONER SHAFFER MADE A MOTION TO APPROVE THE FEBRUARY 16, 2005, 2004, MEETING MINUTES AS PRESENTED. SECOND BY COMMISSIONER BISCHOFF AND PASSED UNANIMOUSLY.

DOWNTOWN SIGNAGE PROGRAM

Mr. Peifer provided an update on the status of the project. He passed out the signage package that that went out to bid in June of this year. The contract went to Council in early summer and the contract was signed in mid July 2004. He reported there has been trouble with the contractor and the contractor has been given notice for liquidated damages. He further reported the problems mostly have to do with the materials that the contractor wants to use does not work well in this climate. He noted there are 256 signs involved in this program.

(Commissioner Atkinson arrived at 5:40 p.m.)

Bob Wood provided an update on the effort to place directional signage in and around downtown. He discussed the history of the project explaining a group of citizens with an interest in downtown Scottsdale met over the course of several months to discuss and make recommendations for the improvement of downtown. One area of focus was directional signage. As a result of their efforts, a consultant was hired to develop a directional signage program that would make it easier for residents and visitors to get around downtown. He discussed the design criteria for the downtown directional signage program.

(Commissioner Johnson and Commissioner Piazza arrived at 5:50 p.m.)

Mr. Wood reviewed the directional sign design. He showed examples of the parking trailblazer design. He noted there is still the opportunity to incorporate a logo.

Chairman Gookin inquired if any of these signs will be reflective at night. Mr. Peifer replied all of the signs would be reflective like the freeway signage but do not have independent lighting. Commissioner Piazza inquired if the signs would be at the height where car headlights would light up the sign. Mr. Wood stated that is a good question.

Commissioner Atkinson stated during this process we talked about having signage on the freeway from along Indian School Road coming into the downtown. She inquired if that is part of this packet. Mr. Wood replied in the negative. He noted there would be opportunity for community input with the Indian School Road project.

Commissioner Johnson inquired if the signs would be color coordinated by districts noting that would be user friendly. Mr. Wood stated after looking at the options it was determined it would be more effective to go with a color system attached to the type of designation like culture or retail etc.

Mr. Fernandez inquired with regard to the pedestrian signage on the poles between the bottom and middle if there was opportunity to have downtown maps or advertising. Mr. Wood replied we would have to be careful with advertising. He stated there are a lot of things we are trying to accomplish it would be good to have their help.

Commissioner Johnson suggested using another symbol other than a martini glass for the entertainment district because entertainment is not necessarily drinking.

Chairman Gookin stated at least one of the districts has indicated an interest in putting banners around light polls or something like that and felt it would be good to coordinate the banner and the poll. Mr. Wood stated that he did not know if the banners would have a direct tie with the program but it is important they are compatible.

Commissioner Atkinson reported that Mr. Peifer and Mr. Wood are very easy to work with and they do take into consideration input from the districts, are very sensitive, and try to be inclusive.

Mr. Peifer reported the hope is to have the signage install by the end of May.

FY 06 BUDGET

Ms. Korf stated at the last meeting John Little facilitated a discussion with the Commission and people in attendance to get feedback on the marketing plan for fiscal year '06. She further stated the purpose of this agenda item is to affirm the objectives for next year's marketing plan so that Olson Communications can develop specific marketing strategies and recommended budget for FY06. She reported at the April meeting the Commission will review Olson's marketing strategies and cost estimates. At the May meeting the Commission will recommend the FY06 Marketing Plan and budget to City Council. In June, the City Council would consider the FY06 EMSD Marketing Plan/Budget.

Commissioner Johnson inquired if the request is for the Commission to give verbal commitment to what was briefly discussed at the last meeting. She stated that this is reminiscent of what occurred in the beginning when things were done without the Commission's input. Mr. Korf reiterated that the purpose of this action is to simply affirm what is written in the document that the input was accurately summarized so that Olson Communications can develop a specific marketing strategy.

Chair Gookin inquired if the Marketing Committee has looked at this document. Ms. Korf stated the feedback from the Marketing Committee was read into the minutes at the previous meeting. She further stated that this is not the last opportunity for the working group to provide input.

Commissioner Atkinson stated with regard to the suggestion for local business involvement with New Year's Eve Block Party, she did not think that was exactly how it

was presented. Ms. Korf inquired how the Commission would like it to read. Commission Atkinson stated she has not had a chance to study it.

Commissioner Piazza stated the list is disjointed and jumps from topic to topic. He suggested Olson Communications and the working group put this information into categories and that would allow the Commission to better respond.

Commissioner Johnson stated that maybe the Commission needs to meet more than once a month to allow them time to properly discuss the marketing plan. Chair Gookin suggested the Commission wait until the next meeting to determine whether we need extra meetings.

Commissioner Atkinson stated that this needs to be better defined and have dollars put with it.

Commissioner Shaffer inquired if she would be correct in saying that staff is asking the Commission to continue with the process and to evaluate it later. Ms. Korf replied in the affirmative.

COMMISSIONER PIAZZA MOVED TO CONTINUE THE PROCESS. SECOND BY COMMISSIONER SHAFFER AND PASSED UNANIMOUSLY.

FY06 BUDGET

Ms. Korf stated the Commission asked staff to prepare a letter for the Council to request additional funding for the district so that more marketing and advertising may be done next year. She further stated the Commission received the draft resolution in their packet. She requested feedback.

Chair Gookin stated the letter needs to include verbiage to make it clear that we don't want to raise the assessment.

Commissioner Atkinson stated she thought we asked for \$130,000.

COMMISSIONER ATKINSON MOVED THAT THE RESOLUTION FROM THE COMMISSION BE AMENDED:

THE EMSD COMMISSION HEREBY RECOMMENDS TO THE SCOTTSDALE CITY COUNCIL THAT THE BUDGET FOR THE EMSD BE AUGMENTED BY CITY FUNDS IN THE AMOUNT OF \$100,000 FOR MARKETING AND \$30,000 TOWARD AREA GRANT ADMINISTRATIVE EXPENSES AND THAT THE ASSESSMENT NOT BE RAISED.

SECOND BY COMMISSIONER JOHNSON.

Ms. Korf stated she would make the changes to the resolution and put it in a final version.

Chair Gookin called for the vote.

THE MOTION PASSED UNANIMOUSLY.

AREA GRANT APPLICATIONS/STATUS

Michael Fernandez, Brown Stetson Merchants Association, made a presentation requesting area grant funds for a horse drawn trolley for the remaining 7 home Giants Spring Training games. The funding amount requested is \$4,450.

COMMISSIONER ATKINSON MOVED TO ACCEPT THE REQUEST FROM THE BROWN STETSON MERCHANTS ASSOCIATION FOR THE SUM OF \$4,450 FOR THE HORSE DRAWN TROLLEY. SECOND BY COMMISSIONER PIAZZA.

Commissioner Bischoff stated it would be good if the service were announced on the PA system at the game. Ms. Olson reported part of our sponsorship includes some PA announcements and she will contact them regarding an announcement.

Mr. Fernandez responded to questions and comments from the Commission regarding the horse drawn trolley service.

Mr. Fernandez passed out the newspaper advertising in Carefree/Cave Creek/Fountain Hills that was funded with area grants to promote the downtown. He reported that it has been very effective. Commissioner Johnson complimented Mr. Fernandez on all of the work he has done. Commissioner Bischoff stated we could all learn from Mr. Fernandez.

Chair Gookin called for the vote.

THE MOTION PASSED UNANIMOUSLY.

In response to concerns about the length of time needed to process requests for Area Grant reimbursements, Ms. Korf provided a brief overview of the steps the City and Olson Communications takes to issue checks. She reported this process was developed with input from the City Auditor and City Purchasing division. Ms Korf outlined the following:

The City transfers EMSD funds to Olson Communications each month based upon estimates provided by each of the merchants' associations. Olson will pay vendors directly or reimburse the district associations for area grant expenses.

- In the first few days of each month (city staff) affirm with the five retail district representatives how much they expect they'll need in reimbursement funding.
- City staff will request an invoice from Olson Communications for the amount of area grants funding needed for the month.
- City staff forwards Olson's invoice to the city Accounts Payable department for payment. The check is then mailed to Olson.
- After receiving city payment Olson staff write the reimbursement checks requested by the district representatives.

Ms. Korf responded to questions and comments from the Commission regarding this process.

Commissioner Johnson stated that maybe the Commission needs to look at some guidelines or format regarding how the grant funds get paid. There needs to be something in writing regarding how the submission gets made. Ms. Olson replied there already are clear guidelines. She explained that vendors and merchants associations are getting paid but the disconnect is we are not getting all of the follow up paperwork. She responded to questions regarding how Olson Communications administers the area grant funds.

Ms. Korf mentioned that city staff would be visiting with representatives from each of the merchants associations who most directly work with processing area grant paperwork.

MARKETING WORKING GROUP UPDATE/RECOMMENDATIONS

Ms. Olson and Ms. Person provided an update on the marketing groups activities.

STATUS OF FY05 BUDGET

Ms. Korf provided an update on the FY05 budget spreadsheets. Ms. Korf responded to questions and comments from the Commission members' regarding the FY05 budget.

Commissioner Bischoff stated that he read in the paper that there have been increases in sales tax in different areas. Ms. Korf stated that she has been in touch with the Finance Department regarding providing the sales tax revenue reports for the districts (as opposed to the downtown in general) and they are still working on them.

STAFF ANNOUNCEMENTS

Ms. Korf announced the City has begun the process to reauthorize the EMSD. This is an annual requirement of the district to have an inventory of all the properties subject to assessment. She reported that the council is currently scheduled to reauthorize the district at its May 17 meeting. Ms. Korf further offered to agendize this topic for further discussion at the next meeting.

Ms. Korf stated she wanted to make the Commission aware that the City Auditor has identified the EMSD as one of the programs she would to audit.

ITEMS FROM THE FLOOR

Mr. Fernandez presented information on the trash and rat problem in his area because he felt these problems relate to the marketing of the downtown. He presented pictures to demonstrate his concern. He requested the Commission go to the City Council to get these problems taken care of.

Commissioner Shaffer stated that she did not disagree that this is a problem but felt this was beyond the scope of the Commission's responsibilities and that individual business owners as opposed to the Commission would be better to address it.

Commissioner Johnson stated that she felt the Commission should address this issue because it affects the downtown.

Commissioner Atkinson stated the biggest problem has been that after the city has been notified of these issues there has been a lack of follow through.

Ms. Korf reminded the Commission that this topic is not on the agenda for discussion. She suggested that perhaps the most effective way to deal with this issue would be as individual business owners.

FUTURE AGENDA ITEMS/COMMISSIONER ANNOUNCEMENTS

Ms. Korf stated the next meeting would be on April 20, 2005. The location has not been determined.

ADJOURNMENT

With no further business to discuss, the regular meeting of the Scottsdale Enhanced Municipal Services District Commission was adjourned at 7:50 p.m.

